

EXHIBIT M

Customer Entertainment

Description

Sales representatives may invite individuals or small groups of health care providers to meals or other social events, which facilitate the exchange of medical information. The size of a group should be no larger than that which allows for active discussions of business matters (4 docs to 1 rep may be a good rule of thumb). Social events must allow for ample discussion of business matters that ultimately will enhance patient care. This is also a great way to learn pertinent MIQ about your physicians/HCPs, as well as, expanding on deep customer knowledge.

Implementation Steps

The following steps should be taken by the sales representative to implement an effective and successful Customer Entertainment Program.

- Entertainment Initiation
 - Representative invites customers, generally of common interest, to dinner or event (group practices generally have common interest).
 - Offer three potential dates (unless specific events i.e., sporting events, concerts, theater) that would be best for the physicians/HCPs and decide on one.
 - If dinner, make a reservation at the restaurant of choice. Tell the Host/Hostess what your function is and see if they can accommodate a more private table for your dinner.
- 1 Week Before
 - Confirm with everyone that they are still available for dinner/event.
- Day Before
 - Confirm with the physicians/HCPs the time and the location of the dinner/event.
 - Call to confirm reservation of dinner/event.
- Day of Program
 - Go to the dinner/event 30-45 minutes early to introduce yourself to the Host/Hostess and ensure tables are arranged appropriately.
 - Greet all of your customers as they arrive.
 - Make sure to take the time to speak with each customer before, after or during intermission/half-time.
- Follow-up
 - Follow-up 2-3 days later to discuss/recap specific conversations you had with the physicians/HCPs (personal and/or product related).

Best Practices

The following ideas may be helpful when doing an effective Customer Entertainment Program.

- A few days before the dinner/event, attach a dinner/event business card and your card to the physicians/HCPs favorite treat and deliver it to the office as a reminder.
- If dinner, go to the restaurant and pre-set the menu, selecting the *best items on the menu – making sure to be sensitive to your physicians dietary habits. Also select a white and red wine for the table. (This helps control the cost and keeps the ordering time to a minimum).
- See if the restaurant has the capability of pre-printing the menu for you.
- Familiarize yourself with the most recent ARF note for each physician/HCP in attendance to have an understanding of current issues/concerns/ opportunities.